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Message Text

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ACTION EB-08

INFO OCT-01 NEA-10 ISO-00 AID-05 CIAE-00 COME-00
FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04
OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 ITC-01 AGRE-00
L-03 H-02 ABF-01 MMO-04 SS-15 NSC-05 /096 W
----------291807Z 054249 /45
R 291230Z APR 77
FM AMEMBASSY CAIRO
TO SECSTATE WASHDC 4471

UNCLAS SECTION 1 OF 3 CAIRO 7246

FOR EB/OCA AND NEA COMMERCIAL COORDINATOR

E.O. 11652: N/A
TAGS: BEXP, AFSP, EG
SUBJECT: PROJECTED FY 78 COMMERCIAL ACTION PROGRAM

1. THE COMMERCIAL SETTING.

A. THE VALUE AND VOLUME OF EGYPTIAN IMPORTS HAVE EXPANDED RAPIDLY SINCE THE OCTOBER 1973 WAR WITH ISRAEL. THIS EXPANSION HAS BEEN THE RESULT OF THE INCREASING DEPENDENCE ON FOREIGN SOURCES FOR FOOD AND RAW MATERIALS, AS WELL AS THE GENERAL RISE IN COMMODITY PRICES WORLDWIDE. LIBERALIZATION OF EGYPTIAN IMPORT AND CURRENCY REGULATIONS AND THE INCREASING AVAILABILITY OF FINANCIAL ASSISTANCE FROM ABROAD HAVE ALSO PLAYED AN IMPORTANT ROLE IN SWELLING IMPORT TOTALS.

B. IMPORTS FROM THE UNITED STATES HAVE EXPANDED FROM $455 MILLION IN 1974 TO $810 MILLION 1976. THE EXPANSION TOOK PLACE MAINLY IN FOODSTUFFS (PRIMARILY GRAINS), TOBACCO AND OILS AND FATS, ALTHOUGH MACHINERY AND TRANSPORT EQUPMENT WAS ANOTHER MAJOR CATEGORY.

C. U.S.A.I.D. COMMODITY IMPORT AND CAPITAL DEVELOPMENT
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PROGRAMS WILL MEAN A GREATER VOLUME OF READILY-FINANCEABLE IMPORTS FROM THE U.S. IN THE NEXT FEW YEARS. IN ADDITION TO THIS EXPANDING OPPORTUNITY FOR AMERICAN SUPPLIERS, THE BASIC DEMAND FOR IMPORTS IN EGYPT CONTINUES TO RISE, WITH INDICATIONS THAT THE GOVERNMENT IS MAKING THE IMPORTATION OF SOME RAW MATERIALS, E.G., BUILDING MATERIALS, MORE FEASIBLE BY REDUCING TARIFFS IN ORDER TO STIMULATE ECONOMIC GROWTH.

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D. INCREASINGLY ATTRACTIVE OPPORTUNITIES FOR INVESTMENT IN EGYPT ARE FORECAST DUE TO PROPOSED CHANGES IN THE BASIC INVESTMENT LEGISLATION, LAW 43 OF 1974. THE CHANGES WILL HELP RESOLVE THE MAJOR PROBLEM OF AMBIGUITY CONCERNING EXCHANGE RATES AND WILL MEAN THAT INVESTORS WILL BE GUARANTEED THE BEST AVAILABLE RATE AT THE TIME BOTH OF INVESTMENT AND REPATRIATION, THUS REMOVING THE LOSS ASPECT OF TRANSFER OF INITIAL CREDITS AT THE CURRENTLY-STIPULATED OFFICIAL RATE. WITH THIS MAJOR HURDLE OUT OF THE WAY, THOSE INTERESTED IN INVESTMENTS WILL BE ABLE TO TAKE ANOTHER LOOK AT THE ADVANTAGES OF EGYPT'S GEOGRAPHIC LOCATION AND ITS RELATIVELY LOW-COST LABOR POOL.

E. THE MEETING OF THE IBRD-SPONSORED CONSULTATIVE GROUP IN PARIS IN MAY IS LIKELY TO GENERATE INCREASED OPPORTUNITIES FOR U.S. BUSINESS IF ENDORSEMENT IS FORTHCOMING OF ABOUT 150 ECONOMIC DEVELOPMENT PROJECTS REPRESENTING EGYPT'S FIVE-YEAR ECONOMIC AND SOCIAL DEVELOPMENT PLAN. SUBSTANTIAL UNUSED PROJECT FINANCING ALREADY EXISTS FROM MANY ARAB SOURCES AND THE POSSIBILITIES OF OTHERPROJECT FINANCING BECOMING AVAILABLE ARE GOOD, ONCE THE CONSULTATIVE GROUP PUTS ITS STAMP OF APPROVAL ON THE FIVE-YEAR DEVELOPMENT EFFORT.

2. PERSONNEL/RESOURCES.

A. THE COUNTRY COMMERCIAL ACTION GROUP FOR EGYPT, CHAIRED BY THE DEPUTY CHIEF OF MISSION, CONSISTS OF THE ECONOMIC/COMMERCIAL COUNSELOR, THE COMMERCIAL ATTACHE, THE COMMERCIAL OFFICER, THE INTERNATIONAL ECONOMIST, THE UNCLASSIFIED

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AGRICULTURAL ATTACHE, THE PUBLIC AFFAIRS OFFICER, AND AID DEPUTY DIRECTOR.

B. STATE-FUNDED E/C SECTION PERSONNEL.

E/C COUNSELOR FSO-2 NEGOTIATIONS AND OVERALL SUPERVISION

FINANCIAL ECONOMIST FSO-3 FINANCIAL AND ECONOMIC REPORTING

INTERNATIONAL ECONOMIST FSO-4 ECONOMIC REPORTING AND ENERGY MATTERS

COMMERCIAL ATTACHE FSO-5 TRADE PROMOTION AND INVESTMENT QUESTIONS

COMMERCIAL OFFICER FSR-4 PRIVATE TRADE OPPORTUNITIES, FOREIGN GOVERNMENT TENDERS AND WTDR'S PREPARATIONS

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E/C OFFICER FSR-8 ECONOMIC REPORTING

SECRETARY FSS-7 CLERICAL

SECRETARY FSS-8 CLERICAL

SR COMMERCIAL SPECIALIST FSL-1 CERP REPORTS, MARKET BRIEFS,
BUSINESS COUNSELING

COMMERCIAL SPECIALIST FSL-2 COMMERCIAL REPORTING AND
BUSINESS COUNSELING

ECONOMIC ASSISTANT FSL-6 DATA COLLECTION AND REPORTING

ECONOMIC ASSISTANT FSL-6 DATA COLLECTION AND REPORTING

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COMMERCIAL ASSISTANT FSL-6 TRADE OPPORTUNITY, GOVERNMENT
TENDER AND ADS PREPARATION

COMMERCIAL ASSISTANT FSL-6 WTDR PREPARATION AND
COMMERCIAL LIBRARY

ADMINISTRATIVE ASSISTANT FSL-6 CLERICAL

COMMERCIAL ASSISTANT FSL-6 RECEPTION AND CLERICAL

COMMERCIAL ASSISTANT FSL-7 CLERICAL

CLERK-TYPIST FSL-8 CLERICAL

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OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 ITC-01 AGRE-00
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FOR EB/OCA AND NEA COMMERCIAL COORDINATOR

3. REVIEW OF FY 1977 PROGRAM:

A. THE EMBASSY, WHICH REACHED FULL E/C STAFFING IN 1975 AFTER REESTABLISHMENT OF RELATIONS IN MARCH 1974, HAS NOT PREVIOUSLY PREPARED A FORMAL COMMERCIAL ACTION PROGRAM. WE HAVE BEEN INVOLVED IN THE NORMAL RANGE OF COMMERCIAL ACTIVITIES AND IN SUCH SPECIAL EVENTS AS THE 1977 CAIRO FAIR IN WHICH THE EMBASSY, FOR THE FIRST TIME, SHOULDERED MUCH OF THE BURDEN OF RECRUITING PARTICIPANTS, SINCE THE COMMERCIAL PRESENCE FAIR CONCEPT HAS BEEN DONE AWAY WITH. CAIRO ASSISTED AMCONGEN ALEXANDRIA WITH A USDOC-SPONSORED PORT DEVELOPMENT TECHNICAL SALES SEMINAR, AND HOSTED TRADE MISSIONS FOCUSING ON TELECOMMUNICATIONS AND BUILDING AND CONSTRUCTION EQUIPMENT.

B. SPECIAL EMPHASIS HAS BEEN PLACED ON ACTIVITIES RELATED TO AMERICAN INVESTMENT IN EGYPT: KEEPING ABREAST OF PROGRESS ON THE LONG-DELAYED LEGISLATIVE CHANGES IN THE EGYPTIAN INVESTMENT LAW AND MAINTAINING CLOSE CONTACT BOTH WITH GOE INVESTMENT AUTHORITIES AND WITH U.S. FIRMS INTERESTED IN INVESTMENT PROJECTS HERE. INVESTMENT MATTERS WILL ALSO BE A PRINCIPAL FOCUS OF CONCERN IN FY 1978.
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4. CAMPAIGNS AND OTHER SPECIAL EFFORTS.

A. CAMPAIG NO. 1 - FACILITATION OF U.S. INVESTMENT AND AI-FINANCED INVESTMENT

CAMPAIGN MANAGER: JAMES EIGHMIE

GOALS: FACILITATE U.S. INVESTMENT IN EGYPT BY KEEPING ABREAST OF PRESENT AND PROPOSED LEGISLATION AFFECTING INVESTMENT, SEEKING MEANS WHEREBY EMBASSY EFFORTS COULD ASSIST IN RESOLVING PROBLEMS.

ACTION DEADLINE: SETTING DEADLINES IN THIS AREA INVOLVES TO A LARGE EXTENT, FUTURE DEVELOPMENTS--E.G., IN FIELD OF LEGISLATION. WE WILL SEEK TO INCREASE CONTACTS WITH GOE AUTHORITIES INVOLVED IN THE INVESTMENT PROCESS, TO

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KEEP IN CLOSE TOUCH WITH THE INVESTMENT STIMULATION OFFICER
APPOINTED BY THE U.S.-EGYPT JOINT BUSINESS COUNCIL
(IF FUNDING FOR CONTINUATION OF THE PROJECT IS MADE AVAILABLE),
AND TO INSURE THAT U.S. FIRMS, THROUGH USDOC AND STATE, ARE
AWARE OF ANY NEW DEVELOPMENTS.

THE POSSIBILITY OF AID INVOLVEMENT IN FACILITATING THE
INVESTMENT PROCESS IS MATTER WHICH THE EMBASSY WILL CONTINUE
TO EXPLORE.

B. CAMPAIGN NO. 2 - BROADENING EMBASSY CONTACTS IN
BUSINESS COMMUNITY

CAMPAIGN MANAGER - ELIAS S. BARSOUM

GOALS: INITIATE SPECIAL ACTION TO EXPAND EMBASSY
CONTACTS IN BUSINESS COMMUNITY IN SUPPORT OF U.S.
COMMERCIAL AND ECONOMIC INTERESTS. GOE'S "OPEN DOOR
POLICY" PRESENTS SUBSTANTIAL AMERICAN BUSINESS
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POSSIBILITIES IN BOTH THE PUBLIC AND A RENEWED PRIVATE
SECTOR. A COROLLARY OBJECTIVE IS AN OVERALL INCREASE
OF AT LEAST TEN PERCENT IN THE NUMBER OF PRIVATE TRADE
OPPORTUNITIES SUBMITTED DURING THE PREVIOUS FISCAL
YEAR.

ACTION DEADLINES:

DECEMBER 31, 1977
- EXAMINE AND INVENTORY ALL INFORMATION RESOURCES
WITHIN THE COMMERCIAL SECTION SUCH AS LISTINGS OF
COMMERCIAL AGENTS, AGENCIES AND DISTRIBUTORS OF
AMERICAN PRODUCTS. BRING TOGETHER ALL LISTINGS OF
CONTACTS MAINTAINED BY THE ENTIRE STAFF.

- COMPILE ALPHABETICAL LISTINGS OF EGYPTIAN COMMER-
CIAL AGENTS BY NAME.

- MAKE A CORRESPONDING LISTING BY AMERICAN COMPANY
REPRESENTATION.

- VISIT CHAMBER OF COMMERCE, MINISTRY OF TRADE AND
OTHER OFFICIAL GOVERNMENT ORGANIZATIONS TO SEEK LISTINGS
OF AGENTS FROM EGYPTIAN SOURCES.

MARCH 31, 1978
- VERIFY AND UPDATE DATA ON ALL COMMERCIAL AGENTS TO
INDICATE U.S. COMPANIES REPRESENTED AND INCLUDE EVALU-
ATION OF INTERESTS, CAPABILITIES AND POTENTIALITIES.

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JUNE 30, 1978
- CALL ON KEY PERSONALITIES IN BOTH THE PUBLIC AND PRIVATE SECTOR IN ORDER TO BROADEN EMBASSY'S CONTACTS AND TO FACILITATE AMERICAN-EGYPTIAN EFFORT IN FURTHER-ANCE OF U.S. FOREIGN POLICY OBJECTIVES.

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SEPTEMBER 30, 1978
- UNDERTAKE FIELD TRIP TO INVESTIGATE BUSINESS INVESTMENT OPPORTUNITIES OUTSIDE OF THE CAIRO AND ALEXANDRIA AREAS -- FOR EXAMPLE, IN UPPER EGYPT, WHERE AGRIBUSINESS, TOURISM, FISHING, AND IMPORTANT INDUSTIRAL FACILITIES INDICATE SIGNIFICANT COMMERCIAL PROSPECTS.

C. CAMPAIGN NO. 3 - PROMOTION OF EXPORT OF BASIC CONSUMER COMMODITIES

CAMPAIGN MANAGER - AMAL SHAKER

GOALS: TO ASSIST U.S. FIRMS PRODUCING SELECTED BASIC CONSUMER COMMODITIES TO OPEN NEW MARKETS FOR THEIR PRODUCTS IN EGYPT. ALTHOUGH THERE ARE INDICATIONS THAT THE GOE IS MOVING TO RESTRICT IMPORTS OF SOME CONSUMER ITEMS, WE BELIEVE THAT THE LARGE SIZE OF THE EGYPTIAN MARKET NEVERTHELESS WARRANTS SPECIAL EFFORT IN THIS AREA. EMPHASIS ON DEVELOPMENT OF THE PRIVATE SECTOR SHOULD FURTHER THE MARKET POTENTIAL FOR AT LEAST CERTAIN KINDS OF CONSUMER BASICS.

ACTION DEADLINES:
DECEMBER 31, 1977
- IDENTIFY SPECIFIC BASIC CONSUMER COMMODITIES APPRO-PRIATE TO EGYPTIAN MARKET WHOSE SALE COULD USEFULLY BE PROMOTED HERE. WE HAVE IN MIND ESPECIALLY PACKAGED FOODSTUFFS, COSMETICS, AND VARIOUS SUNDRIES. BEGIN A DESK STUDY OF THE MARKET FOR PARTICULAR PRODUCTS.

MARCH 31, 1978
- DEVELOP A LIST OF MERCHANTS AND RETAIL ESTABLISH-MENTS DEALING IN THE PRODUCTS IDENTIFIED ABOVE. CON-TACT MERCHANGS AND DELAERS ABOUT THE USEFULNESS OF PARTICULAR PROMOTIONAL EFFORTS. DEVELOP 10 APPROPRIATE TRADE OPPORTUNITIES.
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ACTION EB-08

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OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 ITC-01 AGRE-00
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JUNE 30, 1978
- COMPLETE DESK STUDY OUTLINED ABOVE. PRODUCE 5
ADDITIONAL TRADE OPPORTUNITIES.

SEPTEMBER 30, 1978
- PRODUCE ARTICLE FOR COMMERCE AMERICA, BASED ON
RESULTS OF STUDY AND EXPERIENCE AND INFORMATION DEVELOPED
DURING CAMPAIGN. DEVELOP 10 TRADE OPPORTUNITIES.

D. CAMPAIGN NO. 4 - CONSTRUCTION AND MATERIALS HANDLING EQUIPMENT

CAMPAIGN MANAGER - HATEM EL DALI

GOALS: IDENTIFY THE NEEDS AND ADDITIONAL SALES OPPOR-
TUNITIES FOR U.S. FIRMS PRODUCING CONSTRUCTION AND
MATERIALS HANDLING EQUIPMENT. PLANNED WORK ON AND ALONG
THE SUEZ CANAL, AND ON OTHER INFRASTRUCTURE PROJECTS,
PORT DEVELOPMENT IN ALEXANDRIA, THE PROJECTED DEVELOP-
MENT OF ABU TARTUR PHOSPHATE DEPOSITS, AND PROJECTS FOR
"NEW CITIES" SHOULD PROVIDE SUBSTANTIAL OPPORTUNITIES
IN THE AREA. U.S. HEAVY CONSTRUCTION EQUIPMENT MAIN-
TAINS AN IMAGE OF QUALITY WHICH SHOULD HELP IN PRO-
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MOTING THESE PRODUCTS. AID FINANCING OF SUCH EQUIPMENT WILL OBVIOUSLY BE A MAJOR FACTOR IN U.S. COMPETITIVENESS. 20-25 TRADE OPPORTUNITIES ON CONSTRUCTION AND MATERIALS HANDLING EQUIPMENT SHOULD BE DEVELOPED, ONE-FOURTH TO BE SUBMITTED EACH QUARTER.

ACTION DEADLINES:

DECEMBER 31, 1977
- DEVELOP LIST OF MAJOR CONSTRUCTION PROJECTS ARISING IN THE NEXT 12 MONTHS. MAINTAIN CONTACT WITH USAID ABOUT ANY PROJECTS IN WHICH THEY MAY BE INVOLVED

MARCH 31, 1978
- CONTACT AGENTS OF U.S. FIRMS SELLING EQUIPMENT OF THIS TYPE TO INSURE THEY ARE AWARE OF ALL PROJECTS AND TO OFFER ANY POSSIBLE ASSISTANCE IN PROMOTING U.S. SALES.

JUNE 30, 1978
- SUBMIT TO USDOC LIST OF PROJECTS AND EQUIPMENT REQUIREMENTS, MOST LIKELY SOURCES OF SUPPLY, AND DISCUSSION OF ANY PROBLEMS IDENTIFIED.

SEPTEMBER 30, 1978
- CONTINUE TO WORK WITH LOCAL REPRESENTATIVES AND GOE, IF NECESSARY, TO IDENTIFY ANY AREAS WHERE EMBASSY INITIATIVES COULD BE USEFUL. THE TOTAL TRADE OPPORTUN-ITY QUANTITATIVE GOAL SHOULD BE MET.

E. CAMPAIGN NO. 5 - INDUSTRY STUDIES

CAMPAIGN MANAGERS - JAMES W. EIGHMIE AND JOHN B. CRAIG

GOAL: THE PRIMARY GOAL IS TO IMPROVE EMBASSY KNOWLEDGE OF SPECIFIC PRODUCTIVE SECTORS OF THE EGYPTIAN ECONOMY, AS WELL AS TO GATHER AND RECORD MISCELLANEOUS INFOR-
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MATION ON PARTICULAR INDUSTRIES TO SUPPLEMENT THAT WHICH IS ALREADY AVAILABLE. COMMERCIAL VISITORS OFTEN FIND INDUSTRY STUDIES USEFUL AND THE POST AND USDOC COULD ALSO TAKE ADVANTAGE OF THEM IN PLANNING VARIOUS ASPECTS OF THE COMMERCIAL PROGRAM.

ACTION DEADLINES:

DECEMBER 31, 1977
- IDENTIFY AT LEAST FOUR PARTICULAR INDUSTRIES WHICH

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WOULD BE APPROPRIATE FOR INDUSTRIAL REPORTS. CHEMICALS, PETROCHEMICALS, STEEL AND ALUMINUM PRODUCTION ARE POSSIBLE SUBJECTS.
- BEGIN WORK ON THE FIRST TWO STUDIES.

MARCH 31, 1978
- THE FIRST STUDY INDENTIFED SHOULD BE FINISHED AND THE SECOND AT LEAST 50 PERCENT COMPLETED.

JUNE 30, 1978
- COMPLETE SECOND STUDY. BEGIN COLLECTION OF DATA ON ADDITIONAL STUDIES.

SEPTEMBER 30, 1978
- COMPLETE ALL STUDIES IDENTIFIED DURING FIRST DEAD-LINE PERIOD.

5. FINANCIAL RESOURCES SCHEDULE, PREVIOUSLY SUBMITTED. SEE CAIRO 3266.
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Message Attributes

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Review Release Event: n/a
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Secure: OPEN
Status: NATIVE
Subject: PROJECTED FY 78 COMMERCIAL ACTION PROGRAM
TAGS: BEXP, AFSP, EG
To: STATE
Type: TE
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